



USDA Weekly Retail Shell Egg and Egg Products Feature Activity
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/17 thru 10/23.
 (prices in dollars per carton)

Fri. Oct 17, 2014

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
Feature Rate		41.4% of 22,900 stores				28.9% of 22,900 stores				42.5% of 23,200 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	40	2.99	760	1.80			430	1.54	N/A		N/A	
	White 18 pack												
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	60	2.57	2,330	1.55	10	1.49	910	1.53	N/A		N/A	
White 18 pack	20	1.50	2,110	2.06	710			2.04	N/A		N/A		
Brown 12 pack			60	2.50	20			1.50					
SPECIALTY	USDA ORGANIC												
	White 12 pack	90	3.99	100	3.94			250	4.46	N/A		N/A	
	Brown 12 pack												
	OMEGA-3												
	White 12 pack	310	2.13	1,260	2.43	70	2.00	2,280	2.34	N/A		N/A	
	Brown 12 pack			30	3.50	190	1.10	40	2.50	N/A		N/A	
	CAGE-FREE												
	White 12 pack	10	2.48	180	3.59			180	3.64	N/A		N/A	
Brown 12 pack	50			3.28	1,600			3.29	N/A		N/A		
VEGETARIAN FED													
White 12 pack			260	3.35			300	2.00	N/A		N/A		
Brown 12 pack							1,320	2.34	N/A		N/A		

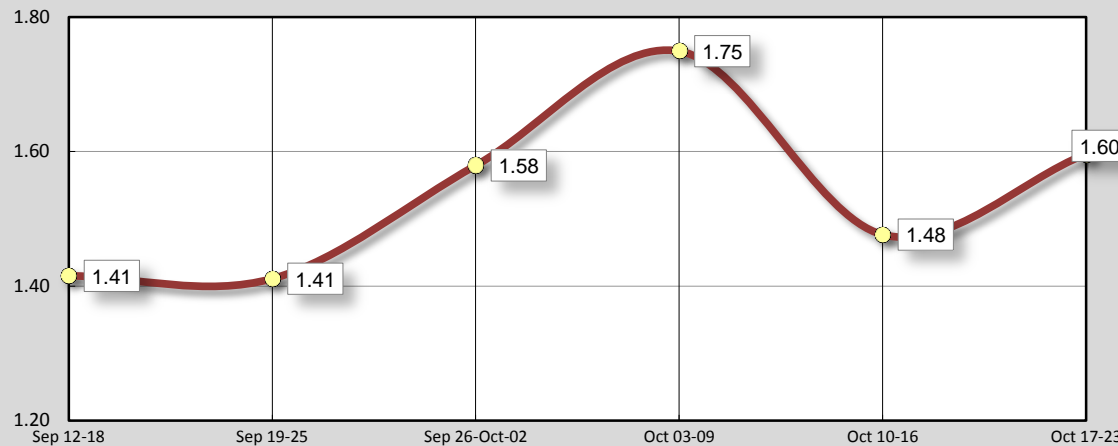
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	7,230	2,120	N/A	Large Eggs on Sep-02-2014
Specialty	2,290	6,230	N/A	
Total (includes MD)	9,790	8,580	N/A	491.2
Special Rate 4/:	11.2%	1.9%	N/A	down 1.0%

5/ 1,000's of 30-doz cases

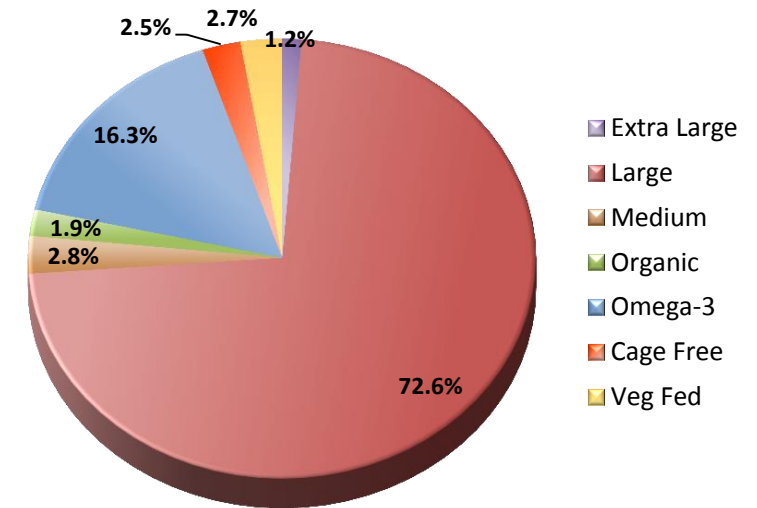
SHELL EGG and EGG PRODUCTS FEATURING

A substantial increase in larger outlets featuring 12 and 18 pack eggs helped push the regular shell egg feature activity sharply higher than a week ago. The weighted average price of Large White eggs, Grade A or better, to consumers is higher. Stores conducting combination promotions such as "free eggs with the additional purchase of a breakfast items", caused a significant increase in the rate of "no price" specials. Ads for Extra Large eggs are slightly more visible, while Medium eggs are maintaining a steady presence. Specialty shell egg promotions are overshadowed by regular egg sales and fall short of last weeks very active ad cycle. Omega-3 eggs are still the most commonly featured, however other types are limited. Promotions for liquid egg products decline.

Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



This Week's Shell Egg Featuring by Category



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: **FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/:** **ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/:** **STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/:** **SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
Feature Rate ^{1/} Activity Index ^{2/}		38.8% of 4,700 sampled outlets Activity Index = 2,080 (includes Medium)						24.2% of 5,900 sampled outlets Activity Index = 1,430 (includes Medium)						45.2% of 4,200 sampled outlets Activity Index = 1,860 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack																0.59 - 1.25	20	0.99
	White 18 pack				2.49	80	2.49				2.49	40	2.49				2.49	10	2.49
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			2.50	20	2.50
USDA GRADE A	White 12 pack	2.79	50	2.79	1.89 - 2.00	370	1.98				0.99 - 2.39	740	1.61	1.49	10	1.49	0.97 - 1.79	730	1.43
	White 18 pack	1.50	20	1.50	1.88 - 2.50	570	1.95				2.00 - 2.50	550	2.23				1.77 - 2.50	380	2.02
	Brown 12 pack				2.50	60	2.50												
	MEDIUM	White 12 pack			1.25	140	1.25	White 12 pack			0.98 - 1.25	70	1.02	White 12 pack			1.00	10	1.00
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.49	10	3.49												
	OMEGA-3																		
S P E C I A L T Y	White 12 pack	2.19	140	2.19	1.99 - 2.99	470	2.35				2.00	30	2.00				1.99 - 3.49	340	2.24
	Brown 12 pack				3.50	20	3.50												
	CAGE-FREE																		
	White 12 pack																3.59	180	3.59
S P E C I A L T Y	Brown 12 pack				2.97	20	2.97										3.48 - 3.49	30	3.48
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.99 - 3.39	130	3.29										3.39 - 3.49	130	3.40
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,HI, NV)						NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)					
Feature Rate ^{1/} Activity Index ^{2/}		49.5% of 4,200 sampled outlets Activity Index = 2,160 (includes Medium)						60.3% of 2,800 sampled outlets Activity Index = 1,460 (includes Medium)						52.3% of 1,200 sampled outlets Activity Index = 800 (includes Medium)					
USDA GRADE AA	White 12 pack				1.25 - 1.50	360	1.44				2.49	250	2.49				0.78 - 1.99	130	1.60
	White 18 pack				1.97 - 2.69	480	2.36	2.99	40	2.99	2.25 - 3.49	760	3.27				1.99 - 2.49	480	2.33
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.79	430	1.36				1.19	40	1.19				1.19	20	1.19
	White 18 pack				1.66 - 2.49	400	2.03				2.00	130	2.00				2.00	80	2.00
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.25	20	1.25	White 12 pack						White 12 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	3.99	90	3.99	3.99	90	3.99												
	OMEGA-3																		
S P E C I A L T Y	White 12 pack	1.98 - 2.29	170	2.09	1.98 - 2.50	110	2.25				2.99	230	2.99				2.49	80	2.49
	Brown 12 pack																3.49	10	3.49
	CAGE-FREE																		
	White 12 pack																		
S P E C I A L T Y	Brown 12 pack	2.48	10	2.48															
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		



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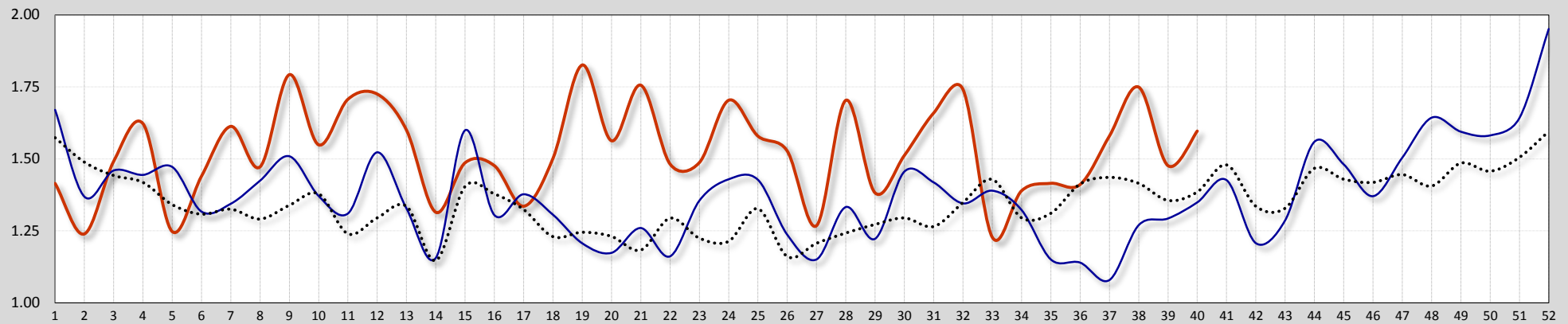
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(prices in dollars per carton)

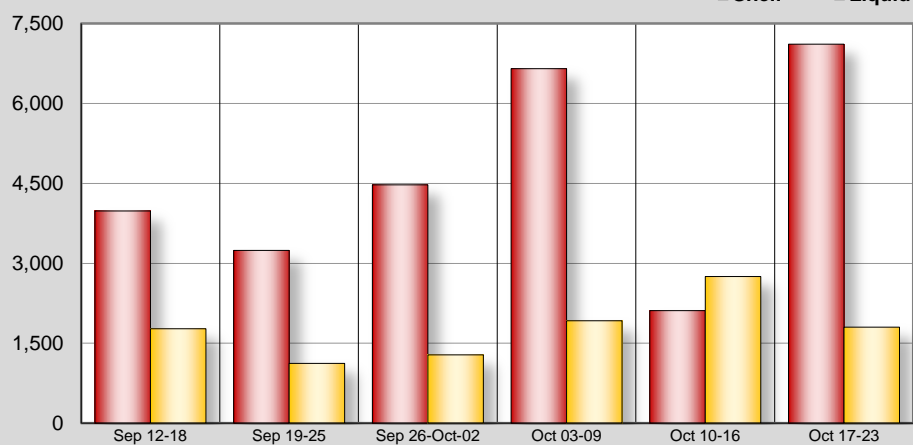
Fri. Oct 17, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	8.9%	13.1%	10.2%	28.8% of 4,700 sampled	1.2% of 5,900 sampled	10.3% of 4,200 sampled	1.0% of 4,200 sampled	0.9% of 2,800 sampled	10.8% of 1,200 sampled
2/ Activity Index	1,800	2,750	N/A	Activity Index = 1,340	Activity Index = 70	Activity Index = 240	Activity Index = 0	Activity Index = 20	Activity Index = 130
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	1,270 2.60	1,060 2.60	N/A N/A	1.99 - 2.99 1,000 2.60	1.99 10 1.99	2.44 - 2.88 240 2.61		3.00 20 3.00	
32 oz. crtn	530 4.57	1,620 4.33	N/A N/A	4.49 - 4.99 340 4.73	4.49 - 5.49 60 4.87				3.99 130 3.99
3 - 4 oz. cup		70 2.80	N/A N/A						
2 - 8 oz. cup									

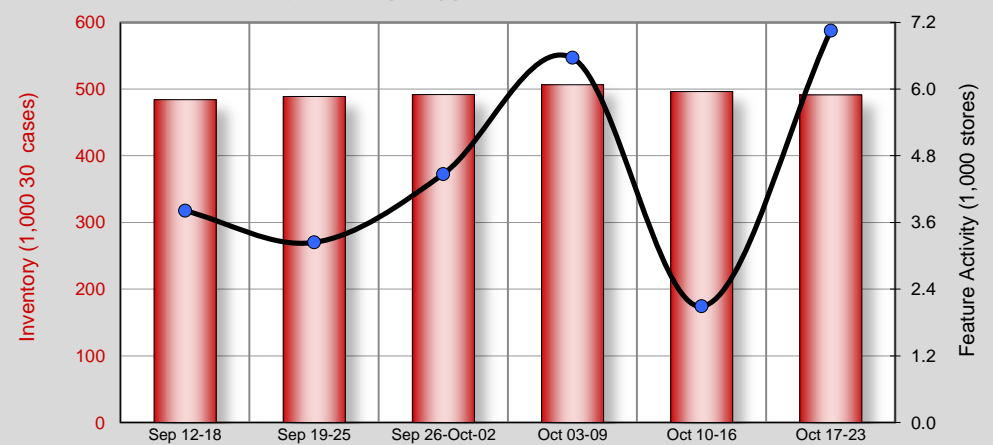
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

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